

Introduction to Coremetrics Analytics™ Michigan.gov

Introduction to Coremetrics Analytics™ at Michigan.gov

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Introduction to Coremetrics Analytics™ at Michigan.gov

Coremetrics Analytics (CA) is the statistical package that is used to analyze the traffic on the Michigan.gov portal. This introduction is meant to get you started. It is not meant to be a comprehensive guide. The manual is available on-line at the Coremetrics Web site.

Overview

Accessing Coremetrics

To access Coremetrics Analytics, open a browser and go to the following URL:
<https://welcome.coremetrics.com/>

The login credentials for class are:

Client ID: 90259631

Logon: train01 through train12, depending on your PC# in the classroom (**Case sensitive**)

Password: passw0rd

Permanent logins will be provided by your CMA Expert. Please contact your **site administrator** to request login credentials. Also, the first time you login at your desktop, click the “Remember Client ID and User Name” checkbox.

System Requirements

All Coremetrics users should maintain:

- Flash v10 -- <http://get.adobe.com/flashplayer/>
- Browser: Internet Explorer (v7 and v8), Firefox (v2 through 3.5)
- RAM: 1G+

Main Page

After you have logged on the first time, you will see the **Welcome** screen.



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Top Navigation

The navigation bar at the top of **CA's** pages gives you quick access to the various user support functions.



My Profile

A dropdown menu that allows you to edit your account and edit the default view of available reports. My Reports turns on/off which reports to display on login to reduce the clutter in the Left Navigation pane. My Preferences allows you set which report on login and number of rows, etc.

Admin

Edits your account. It should launch a new window. You can change your name, title, department, password etc. Make sure to click the 'Save' button and then close the window. You cannot change your username.

My Account

Name*	Teacher01
Title	
Department	e-Michigan
Phone	
Email*	estillj@michigan.gov

User Name*	Teacher01
Password*	*****
Confirm Password*	*****
Password Last Changed	1/20/2011
Password Update Required	No Expiry

Grant Login Access by clicking one or more checkboxes below and assigning a user group

Search Search Q All v

Access	Client ID	Client Name	User Group
<input checked="" type="checkbox"/>	90259631	eMichigan - michigan.gov	Report Manager
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

Save

Help

A quick link to the Coremetrics PDF user guides.

Feedback & Support Menus

Please contact your site administrator who may contact e-Michigan for support. These menus should only be utilized by e-Michigan staff.

Logout

Takes you back to the login screen.

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Work Area/Workbook Pane

This area contains all the action. Depending on what you select in the Left Navigation area, you will see your Dashboards or Reports.

The screenshot shows the Coremetrics Analytics dashboard. At the top, there's a header with "Workbook: Default" and an "Actions" dropdown. Below the header, a welcome message reads "Welcome to Coremetrics Analytics" with a subtext: "Pick the report you want to view from the left pane or get started using one of the resources below." The main content area is divided into four sections: "Take the Product Tour" (with a play button icon), "Continuous Optimization" (a grid of icons for various optimization tasks like Anticipate, Automate, and Syndicate), "Get Started" (with a "Users Guide" link and a "Download Our User Guide" button), and "Resources" (a list of links including Support Center, Case Studies, White Papers, Webinars, Conferences, and Coremetrics Blog). The footer contains "Messages (1) | 90259631 | About | Copyright © 2010 Coremetrics. All rights reserved."

Left Navigation

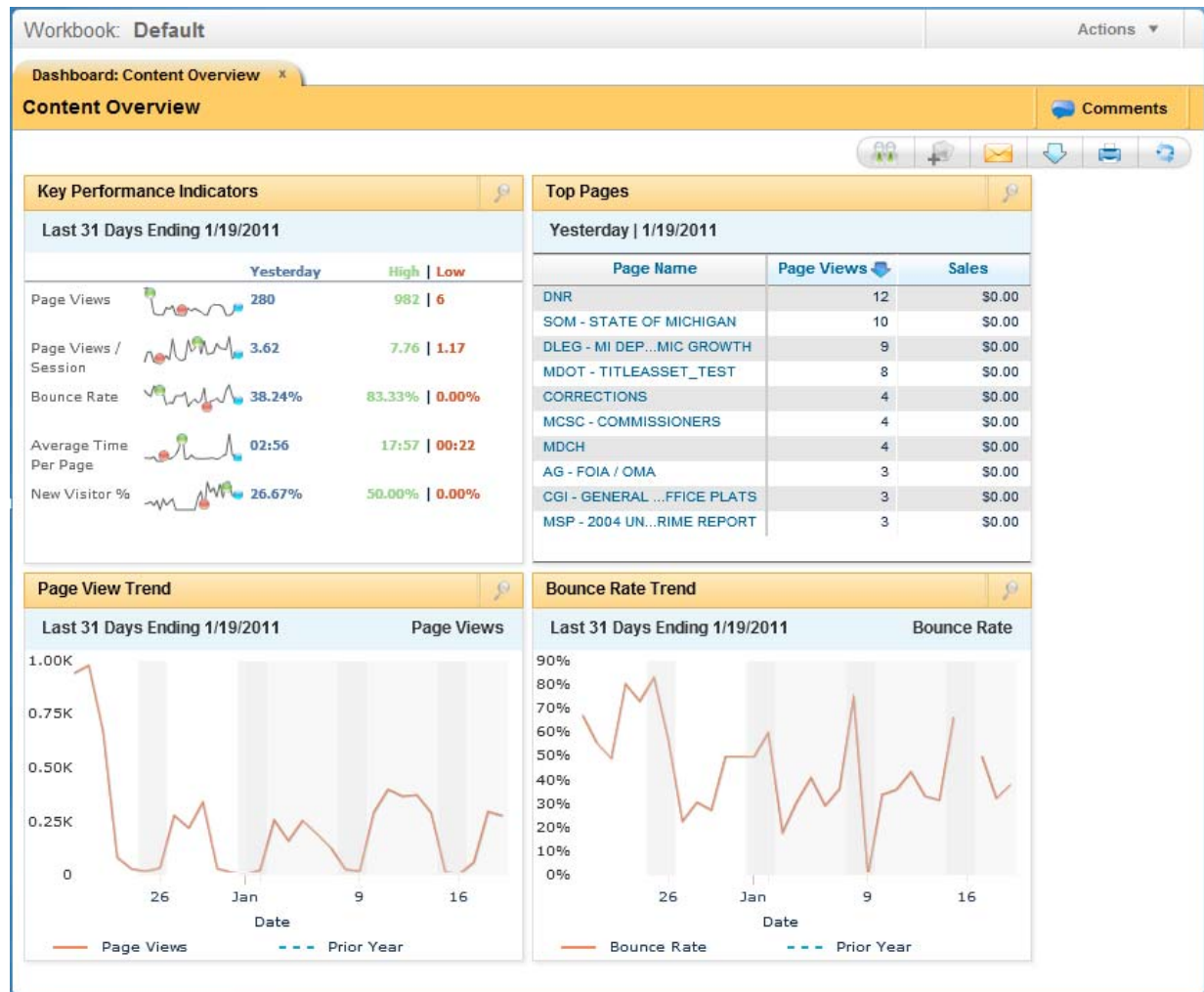
The left navigation column gives you access to the dashboards, reports and other data tools.

The screenshot shows the left navigation pane. It starts with a "Find Dashboard" search bar. Below it, there are sections for "Dashboards" (with an "Actions" dropdown), "Reports" (with an "Actions" dropdown), "Workbooks" (with an "Actions" dropdown), and "Manage". At the bottom is a "Guide Me" button. The "Dashboards" section is expanded, showing a list of "Standard Dashboards": Commerce Overview, Content Overview, Design Overview, Key Performance Indicators, and Marketing Overview.

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Dashboards

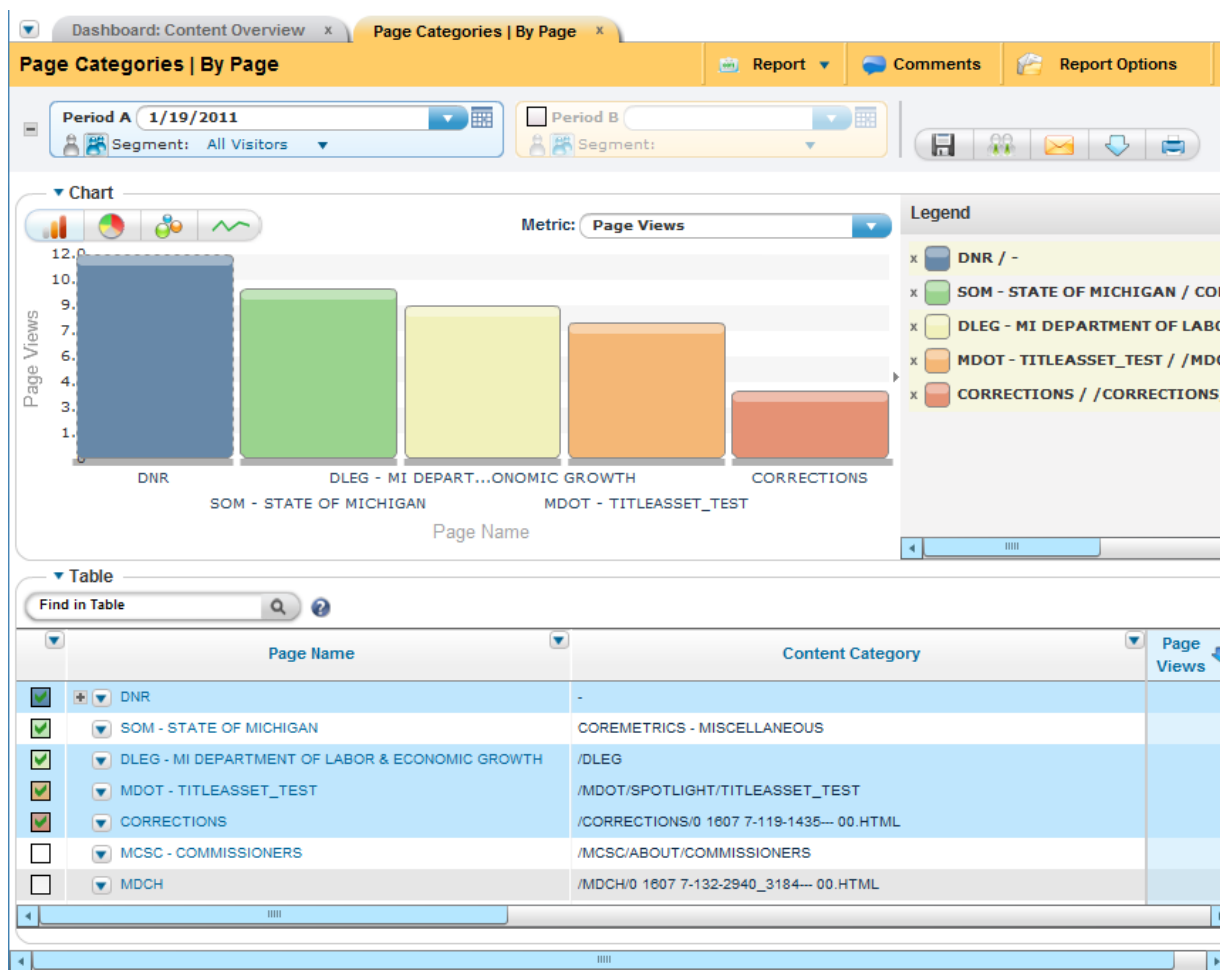
Dashboards provide you with a snapshot overview of Michigan.gov. Key performance indicators, real time metrics, benchmarks, funnels, top performers, and much more can be combined into a single view. You start with the default group, but can customize as needed.



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Reports

Reports contain your site metrics, visitor demographics, visitor paths, system profiles, etc. You can just use the generic reports provided or create and save custom reports. These reports can be marked private or shared with the group.



Workbooks

Workbooks allow you to group various reports together. Each workbook can have ten tabs (reports).

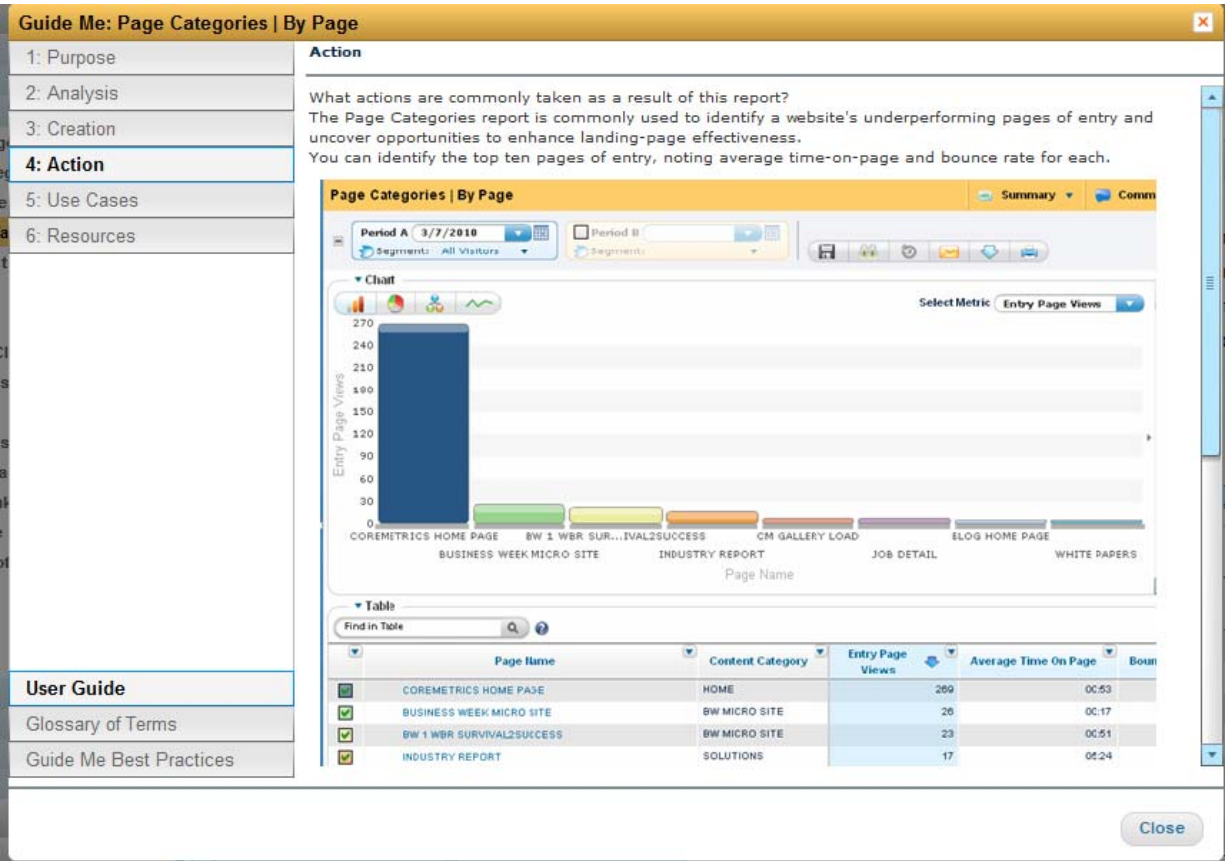
Manage

The Manage tab allows you to schedule reports that can be emailed to you, create alerts, manage programmatic access APIs (unused), marketing channels (unused), how to use the Excel download API, access links to the CA Mobile Apps, and download CA browser plugins.

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Guide Me

This is a context sensitive “Help” menu. Depending on whether you have a Dashboard, Report, or Workbook open, it will pop up a help and best practices guide.



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e-Michigan Specifics

Basic Requirements

Coremetrics supports Internet Explorer (versions 7&8) and Firefox (version 3 or higher) browsers and **requires Adobe Flash 10** or greater. *At this time, Coremetrics does not certify using Google Chrome.* The tab browsing within Explorer 7 is designed such that the browser will use the same session. Should you use the different tabs for a Coremetrics session, closing one tab will effectively end your session and you could be timed out of the remaining tab reports.

What You Can See and Why

Content in the Michigan.gov web site is set up in Site Categories. These site categories loosely translate to Content Categories in Coremetrics. When working with a report, you can filter on Categories/Site Areas. Your agency can be broken up into different categories or consolidated into one category. E-Michigan will help you determine how your agency is categorized and will recommend reporting strategies.

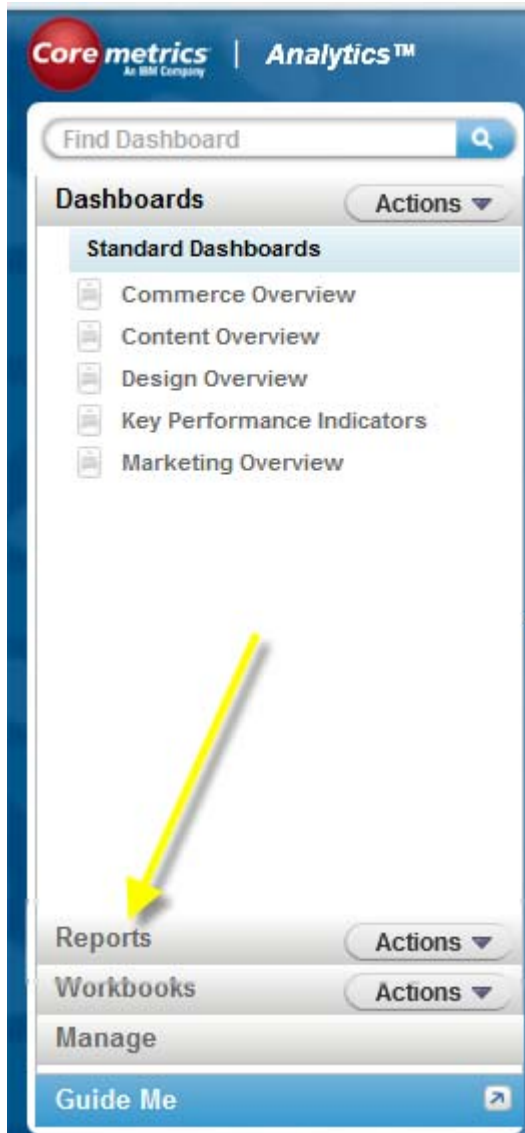
Assets – Finding Number of Views

Coremetrics handles finding view counts on files quite differently than SurfAid. You can now go directly to the page that hosts the file and view click counts and request automated emails be generated. You no longer need to have a special category created by e-Michigan. To do this, you need to download and install Coremetrics Tools and utilize LIVEview.

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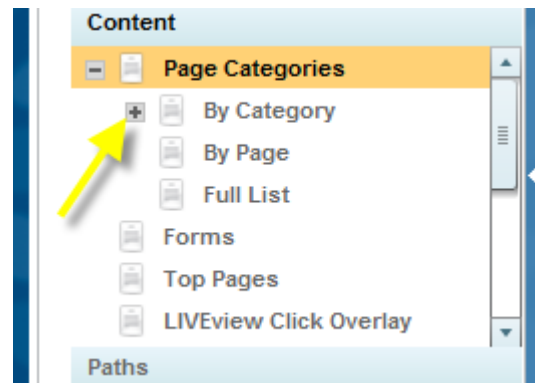
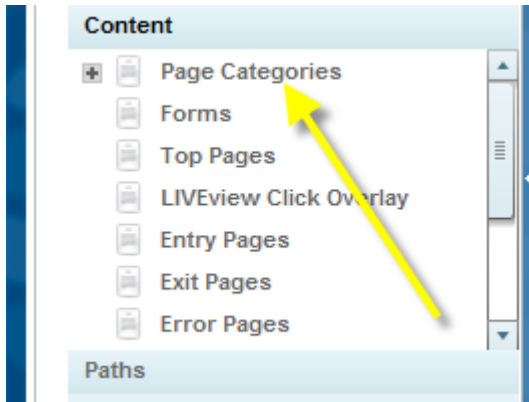
Exercise: Navigate to Default Report by Content Category

Click **Reports** and then click on **Content**.

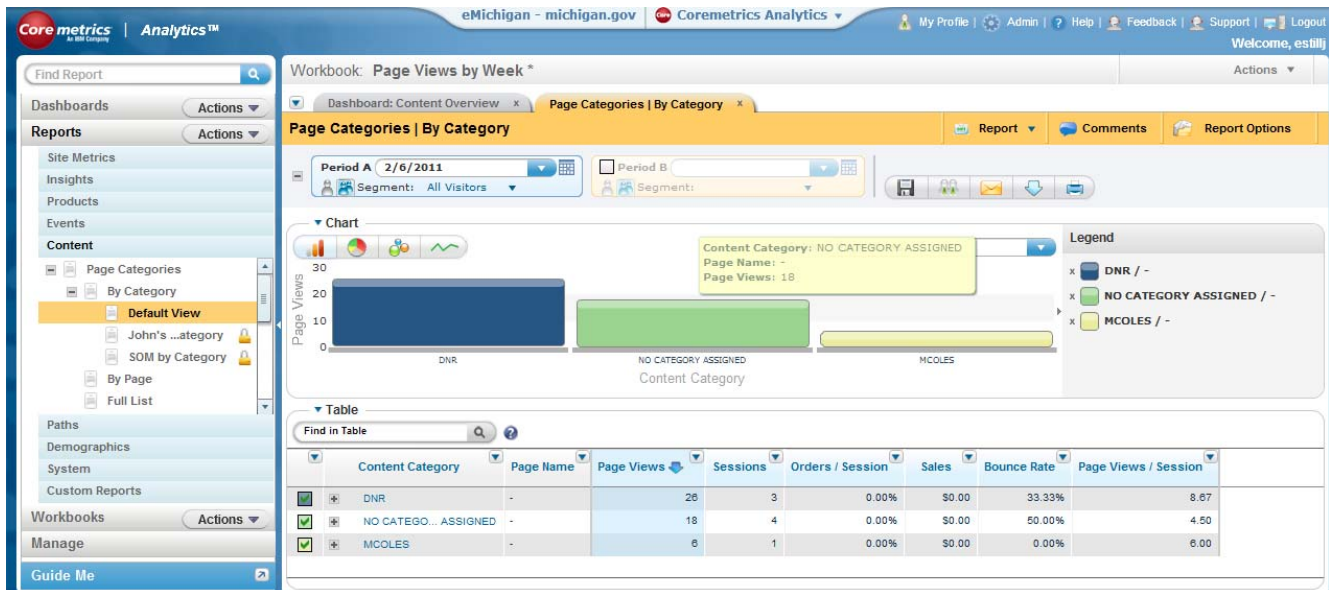


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In Content, expand **Page Categories** and then expand **By Category** (If the plus sign doesn't appear, just click on the words.)



Once “By Category” is expanded, Coremetrics should be displaying a “Default View” report similar to the one below. If not, just click on **Default View**. The chart will not have the same data as this screen capture, but there will be a bar graph with a table of data below it.



This screen shows the Page Views of the whole Michigan.gov portal. From here you can narrow it down by Category. The next exercise will illustrate how to find your agency.

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Exercise: Changing Default Report to Custom Report

To give yourself more working room, click on the triangle or the word “Chart.” This will minimize the chart so that you can view more of the table data.

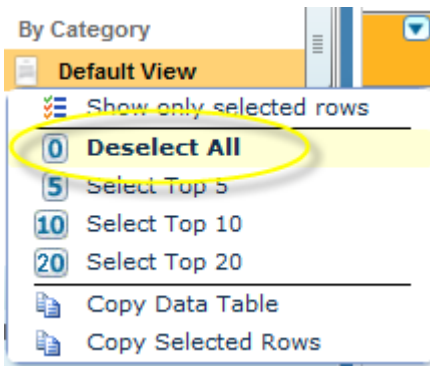


Click the dropdown arrow above the column of check boxes.

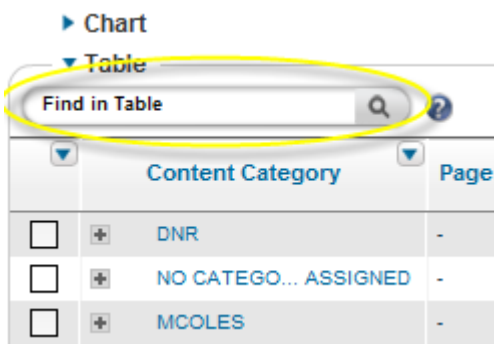
Find in Table

	Content Category	Page Name	Page Views	Sessions	Orders / Session	Sales	Bounce Rate	Page Views / Session
<input checked="" type="checkbox"/>	DNR	-	28	3	0.00%	\$0.00	33.33%	8.67
<input checked="" type="checkbox"/>	NO CATEGO... ASSIGNED	-	18	4	0.00%	\$0.00	50.00%	4.50
<input checked="" type="checkbox"/>	MCOLES	-	6	1	0.00%	\$0.00	0.00%	6.00

Click on Deselect All

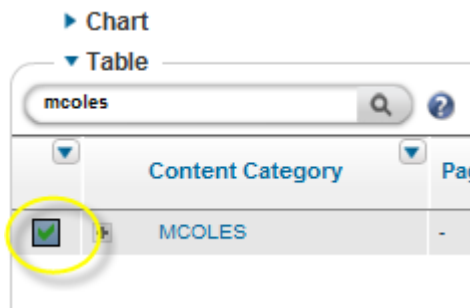


Use the search box to find your agency

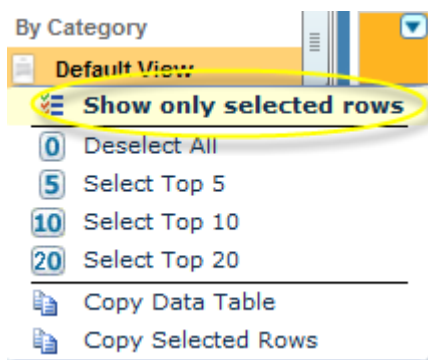


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Click the check box next to your agency

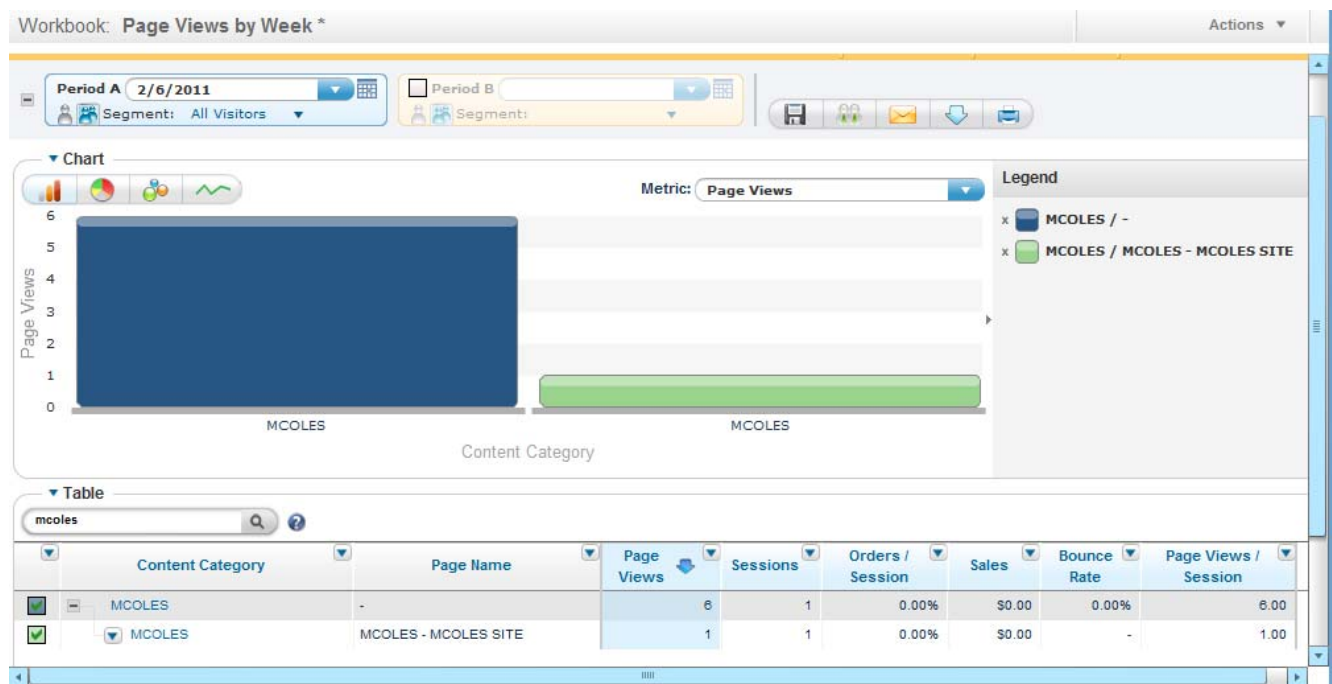


Click the drop down window again and select Show Only Selected Rows. You can expand the Chart by clicking on the words and it will only display your agency.



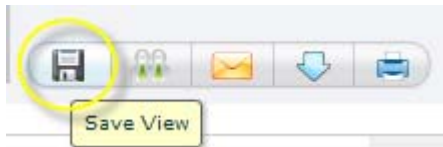
From there, expand the plus sign and all other plus signs

Displayed will be all the data for your agency based on the date selected.

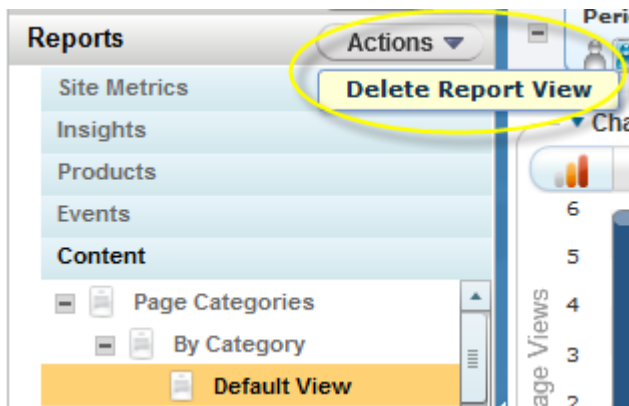


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From here, you can save the report view. It will save to the Content by Page Categories by Category navigation area.



Delete a report – Click on Actions in the Reports header. It will bring up a menu allowing you to choose which report to delete.

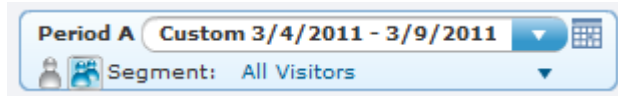


Side Note: You can change the column size. Unfortunately, when you refresh the window, the columns return to default width.

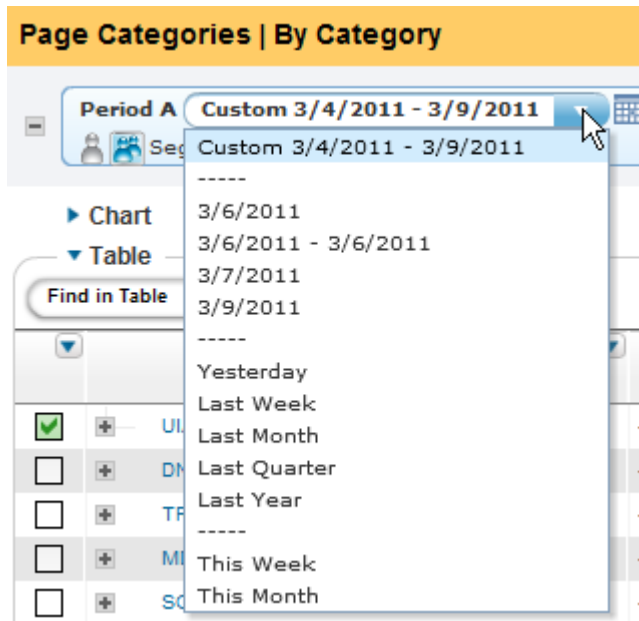
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Exercise: Report Options

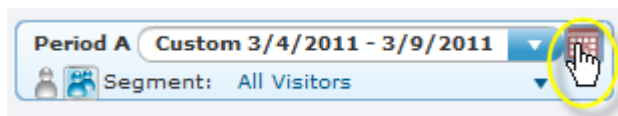
Changing the date



By clicking on the down arrow, you get a list of recently used dates and preset date ranges.



By clicking the calendar icon:



You will open the Report Options screen where you can select a custom date range.

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Report Options

Calendar Metrics Filters Segments Comparison Settings

Period A: Fiscal Calendar

Selected Dates
Start Date 03/04/2011 End Date 03/09/2011
Last Processed 3/10/11 10:46:19 AM EST

Comparison Period B

Selected Dates
Start Date 03/09/2011 End Date 03/09/2011

Preset Dates Custom 3/4/... - 3/9/2011
Recently Used

Day
Fiscal Week
Fiscal Month
Fiscal Quarter
Fiscal Year
Custom Dates

Start Date: Friday, Mar 4, 2011
End Date: Wednesday, Mar 9, 2011

Available Dates: Jun 25, 2009-Mar 9, 2011

Apply Cancel

Use the calendar icons to select the dates.

Start Date:
Friday, Mar 4, 2011

End Date:
Wednesday, Mar 9, 2011

Available Dates: Jun 25, 2009-Mar 9, 2011

Fiscal Calendar

March 2011

Su Mo Tu We Th Fr Sa
27 28 1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31 1 2

Available Dates: Jun 25, 2009-Mar 9, 2011

Set start date Cancel

Click the 'Set Start Date' or 'Set End Date' buttons as needed then click the 'Apply' button at the bottom of the Report Options screen.

You may get a message that says 'Please wait.' With a little patience, your report will generate shortly.

Please wait

Your custom date range has been queued for processing.

Refresh

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Adding or removing a metric

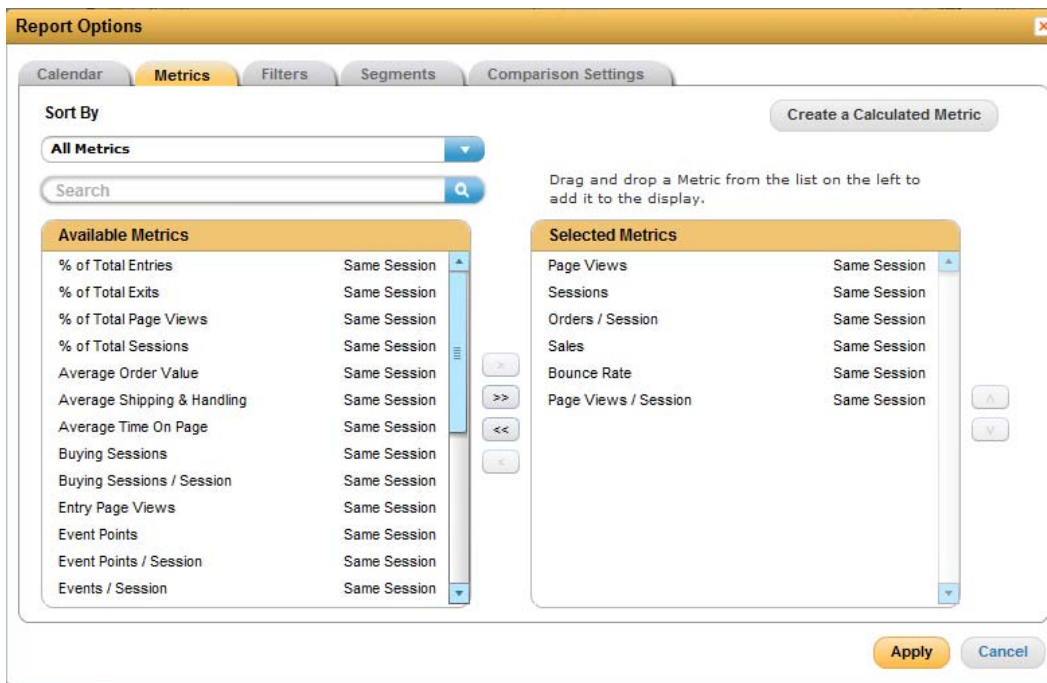
Click the 'Report Options' menu.



And you will get the basic Report Options screen. Click on the 'Metrics' tab.



The Metrics screen:



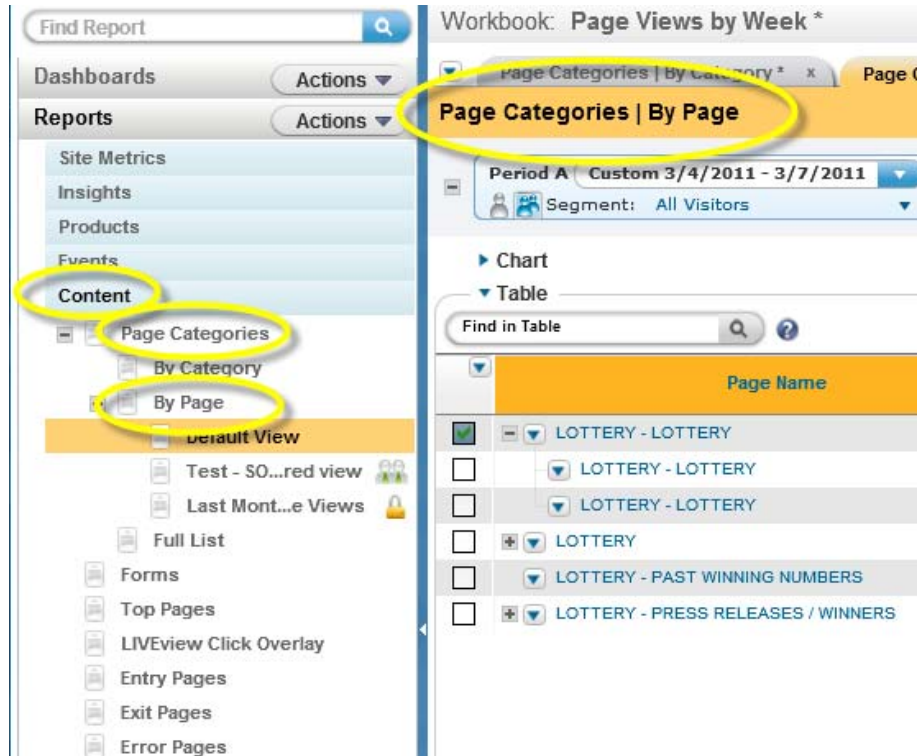
Add and remove the different metrics as needed. 'Sales' and 'Orders/Session' are not useful in the SOM context. Just move them back by clicking on them and clicking the left arrow on the bottom. A very useful Metric to add is 'Page URL'. (Needed if you want to Filter on it.) Also, change the order by clicking on a metric on the right side and clicking the up or down arrow to move them. This changes the column order they appear in on your table.

When finished moving the metrics around, you can go to the Calendar and change dates or apply a Filter. Just remember to click 'Apply' when finished. The column headers of your Table should now match the metrics you just changed.

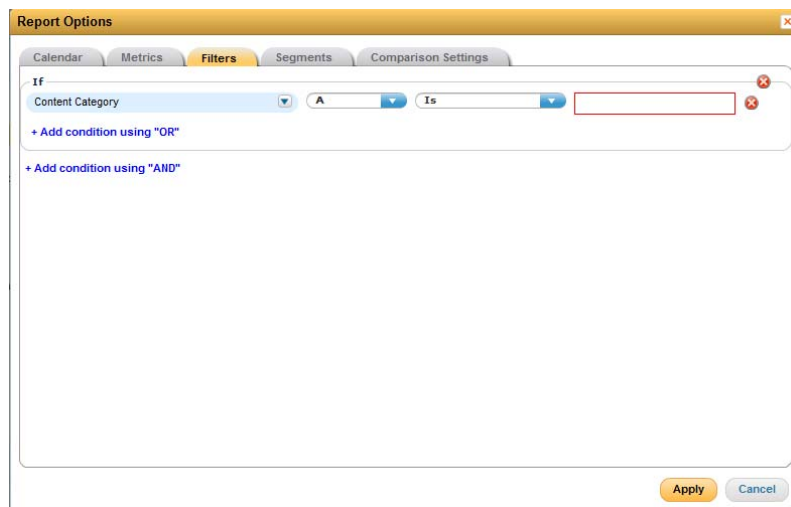
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Apply a filter

In this example, we will apply a filter based on a URL. In order to do that, the report needs to be changed to Content -> Page Categories -> By Page. Do this from your left navigator.

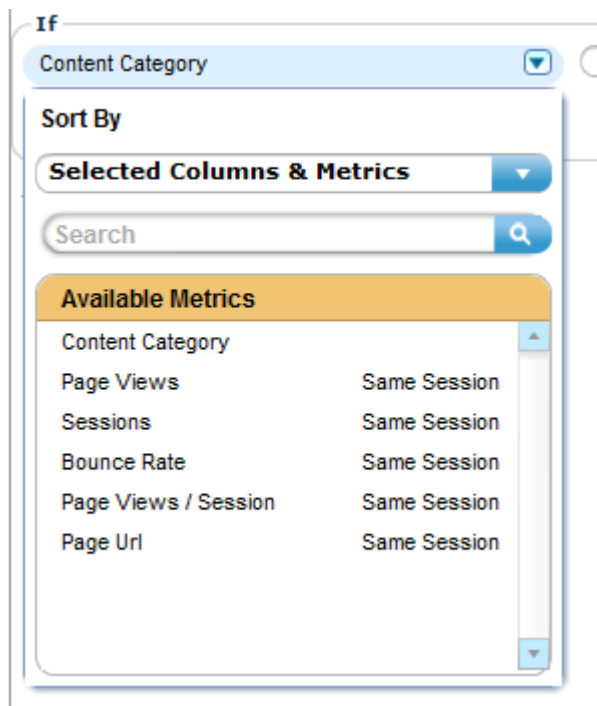


Click on Report Options to bring up the Options screen.

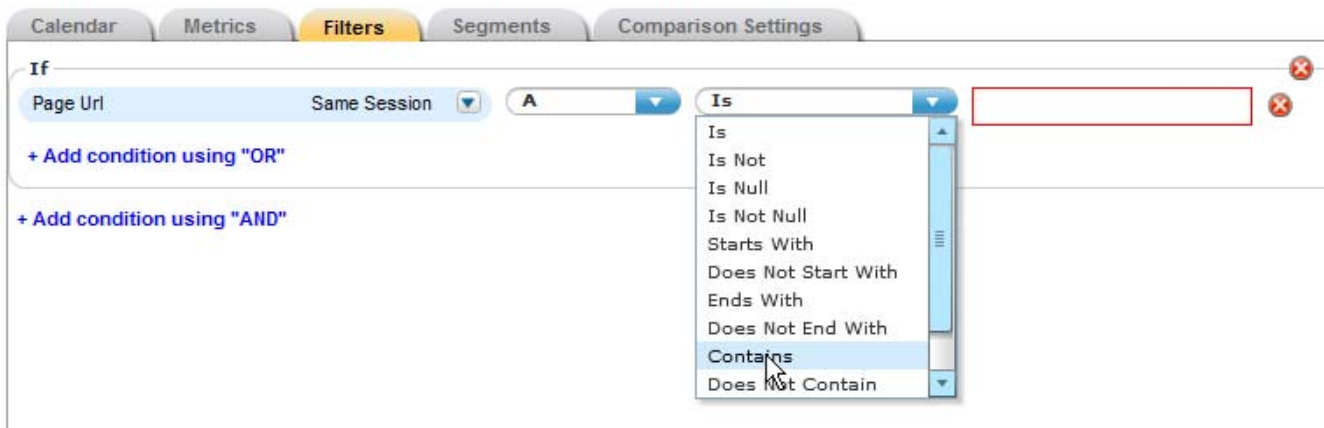


Click the down arrow beside "Content Category" to get a list of the Metrics you have available for this report. If you do not see the one you want, click on 'Selected Column & Metrics' and add it to the list. Once you have the list displayed, just click on the Metric you want to filter by. In this case, it will be Page URL. Page Categories by Category doesn't allow you to filter by URL. Page Category by Page will.

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Select 'Contains' from the next dropdown. Leave the default 'A' option.



In the text box type something relevant to the URL. We are going to use 'Lottery' as an example. When completed, your filter should look like the following screen shot.



Continue to apply filters as needed. The results in this example are also filtered by Page View greater than 10,000. Also, you may click on the red/white 'X' to remove an unneeded filter.

Click 'Apply' and check out the results.

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Result of filtering by Page URL containing 'Lottery' and Page Views greater than 10,000:

The screenshot displays the Coremetrics Analytics interface. On the left is a navigation sidebar with categories like Site Metrics, Insights, Products, Events, Content, Paths, Demographics, System, and Custom Reports. The 'Content' section is expanded, showing 'Page Categories' with a 'Default View' selected. The main area shows a report titled 'Page Views by Week' with a 'Table' view selected. The report is filtered by 'Period A: Custom 3/4/2011 - 3/7/2011' and 'Segment: All Visitors'. The table lists various page categories and their corresponding metrics.

	Page Name	Content Category	Page Views	Sessions	Orders / Session	Sales
	LOTTERY - LOTTERY	-	341,489	237,261	0.00%	\$0
	LOTTERY - LOTTERY	/LOTTERY	308,760	210,836	0.00%	\$0
	LOTTERY - LOTTERY	/LOTTERY/	33,483	25,625	0.00%	\$0
	LOTTERY	-	43,957	38,999	0.00%	\$0
	LOTTERY - PAST WINNING NUMBERS	/LOTTERY/DRAWINGRESULTS	17,740	13,584	0.00%	\$0
	LOTTERY - PRESS RELEASES / WINNERS	-	14,331	2,068	0.00%	\$0

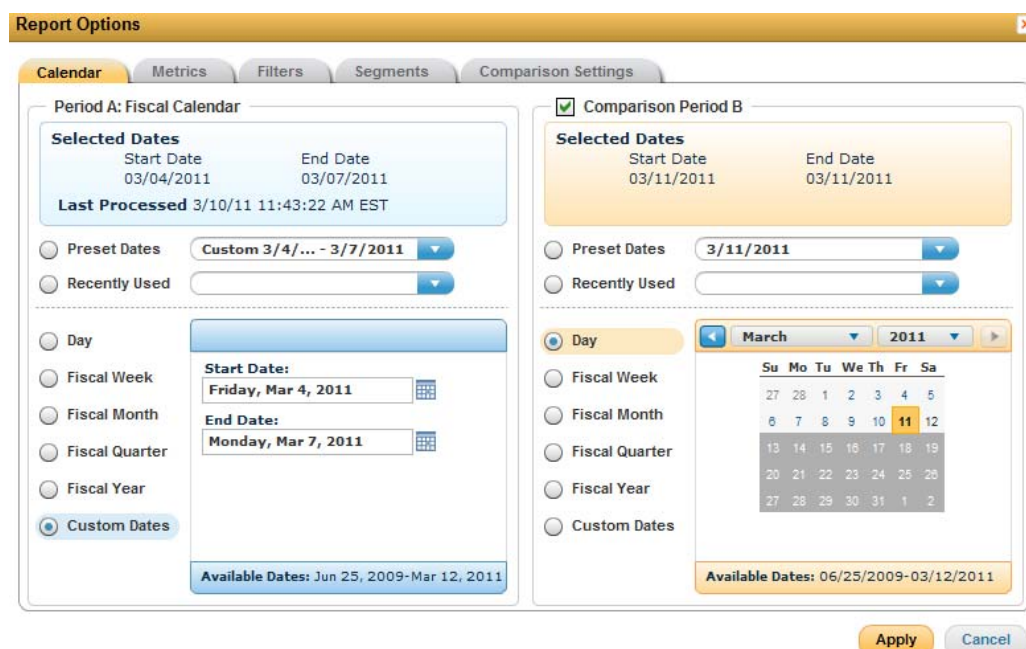
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Compare one time period to another

You can compare two different time periods to analyze trends. Do this by clicking on the check box in "Period B". Report Options will automatically open with Comparison Period B active.



Or, from inside Report Options, click Comparison Period B.



From here, manipulate both dates as needed. Then, click Apply and view the results.

Workbook: Page Views by Week *

Page Categories | By Page * x Page Categories | By Category * x

Page Categories | By Page

Period A 3/6/2011 Segment: All Visitors

Period B 3/7/2011 Segment: All Visitors

Filter Applied...

Chart

Table

Find in Table

	Page Name	Content Category	Page Views		Sessions		Orders / Session		
			(A)	B	(A)	B	(A)	B	
<input checked="" type="checkbox"/>	LOTTERY - LOTTERY	-	128,746	50,491	92,642	39,148	0.00%	0.00%	\$
<input type="checkbox"/>	LOTTERY - LOTTERY	/LOTTERY	114,799	45,040	82,153	34,826	0.00%	0.00%	\$
<input type="checkbox"/>	LOTTERY - LOTTERY	/LOTTERY/	13,478	5,213	10,179	4,174	0.00%	0.00%	\$
<input type="checkbox"/>	LOTTERY	-	16,286	7,322	14,892	6,297	0.00%	0.00%	\$

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Exercise: Setting up Automatic email

Coremetrics has the ability to automatically send reports on a daily/weekly/monthly basis. The report you use should have the time period set up as weekly or monthly.

Using the previous exercises, customize your report as needed. Then, click on the email icon.



The Email Report View screen allows you to choose multiple ways to get the data to your inbox.

- Report File Type: Native Excel format or CSV
- Frequency: Depends on date range of report.
- Turn on or off the comparison range
- File name
- Email Recipients, Title of email message, Message Body

Email Report View

Delivery Details

Frequency*

Instantly & Only Once

Report File Type*

EXCEL

Note: This file type includes up to 65,535 rows.

Compare To

☐ Relative Period

1 week(s) prior

☐ Fixed Period

2/20/2011 - 2/26/2011

☒ Do not include B Range

File Name*

90259631_Page_Categories_By_Category

NOTE: If the file size is greater than 15 MB the recipient will receive a link from which to retrieve the file.

Manage Emails

*=required

Email Details

Recipients* (enter emails separated by commas)

estillj@michigan.gov

Subject*

90259631_Page_Categories | By Category - Weekly

Message

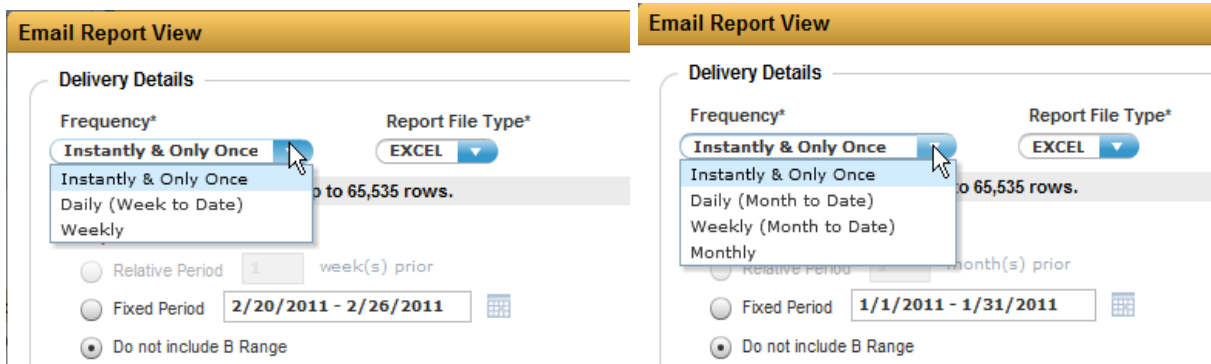
Please find the attached report/dashboard view.

Save

Cancel

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The frequency can be One time, Daily, Weekly, or Monthly. It can depend on the date ranges you have set up for the report. Look at the two screen shots below. The left image has a date range based on a week. The right image has date range based on a month. Notice the Frequency options are different. Your report needs to have the right date range selected before you click the email icon.



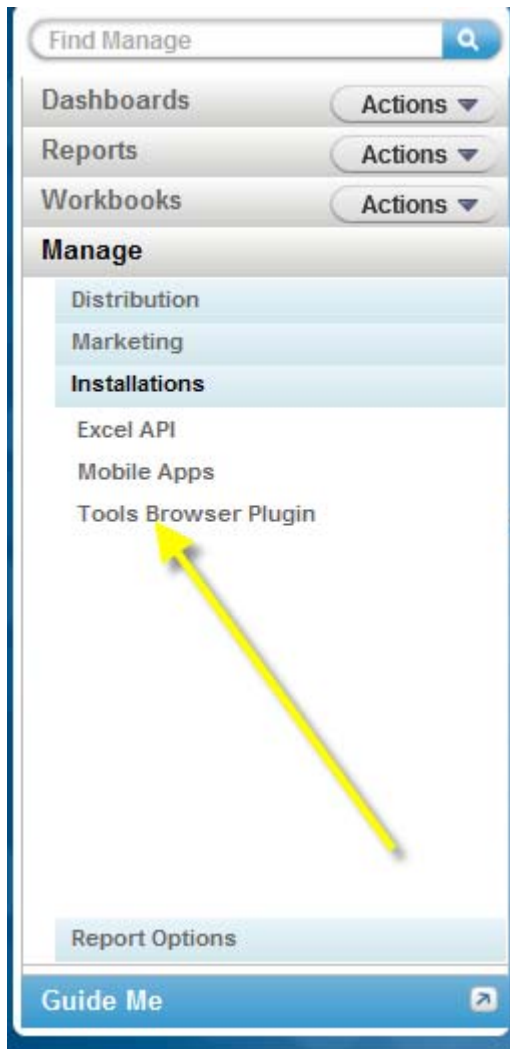
The Manage Emails button will open a screen where you can see everybody's automated emails. You may:

- Manually run reports
- Make changes to the email addresses, file name, subject line.
- Delete Reports

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Exercise: Using LIVEview

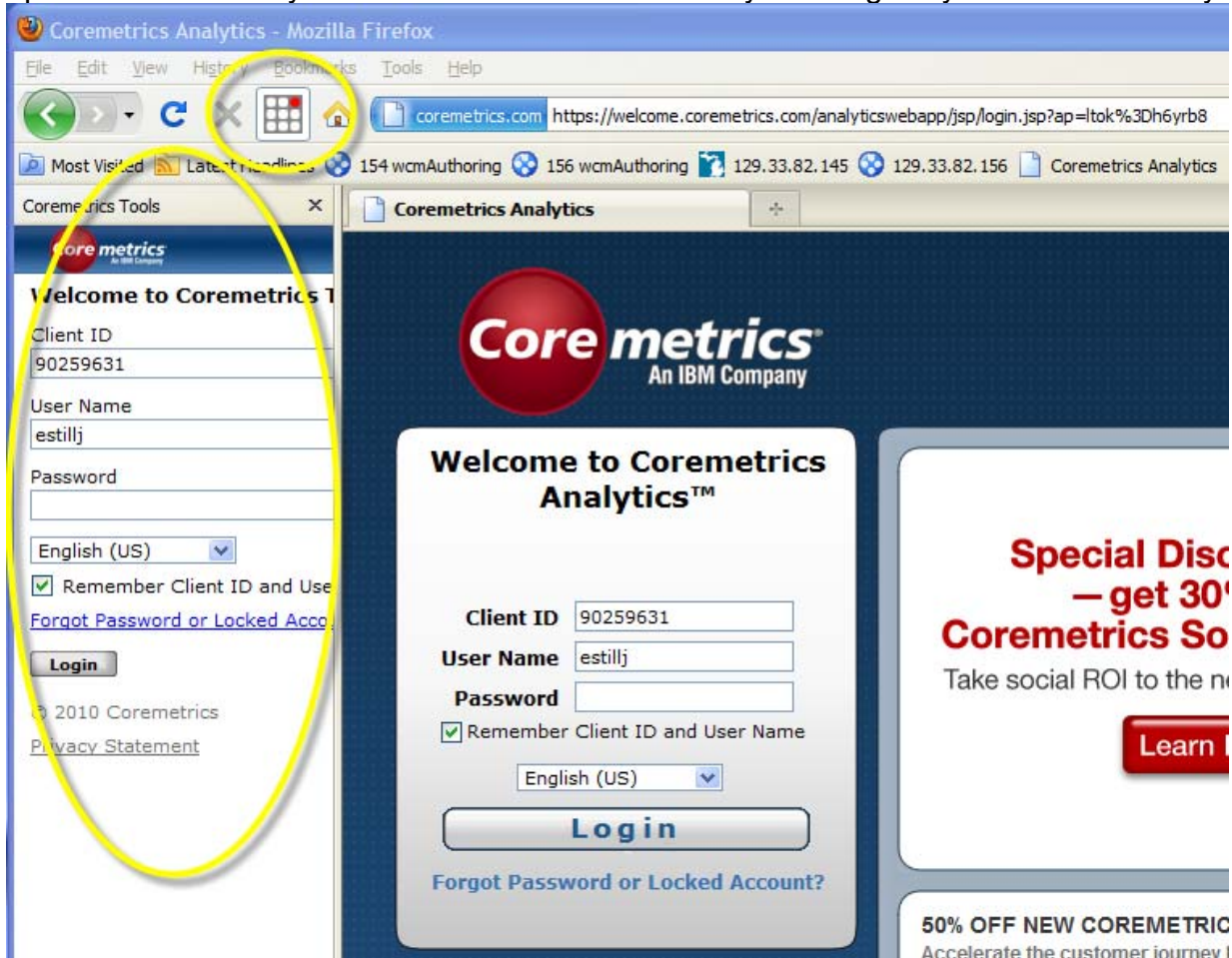
In order to use LIVEview, Coremetrics tools need to be installed. LIVEview is a browser plugin. Once it is installed, you may need to quit & restart IE or even restart the computer depending on the message.



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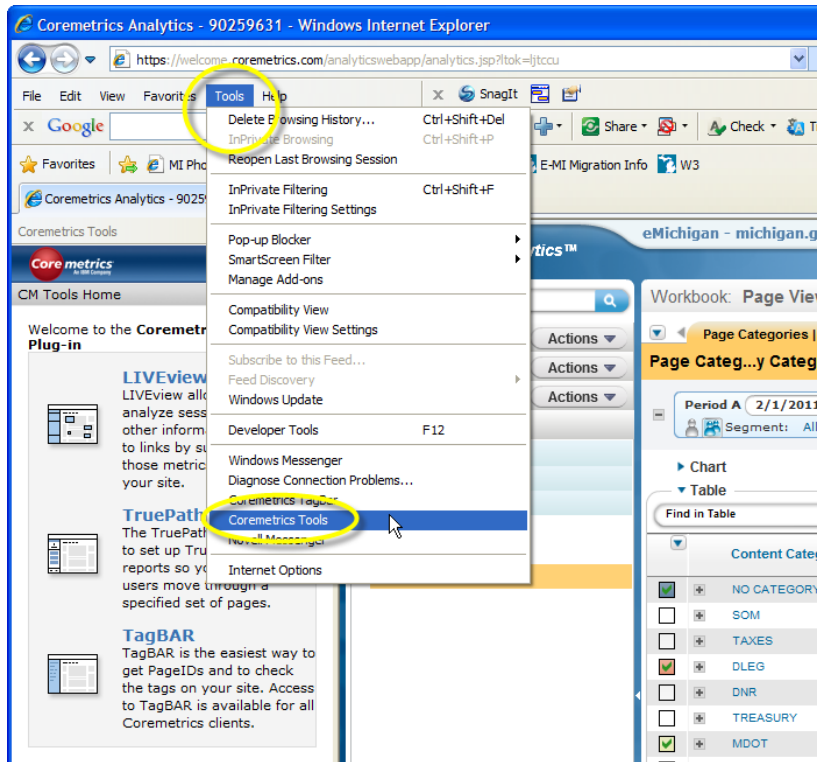
Installation is a one-time thing. After installing and restarting the application, the LIVEview tool is available from your browser's tool menu. The first screen is from Firefox. The second is from IE 8

In Firefox, you access LIVEview by clicking the “9-dot Icon” in the navigation bar. This will open a left menu in your browser window. It will ask you to login if you haven't already.

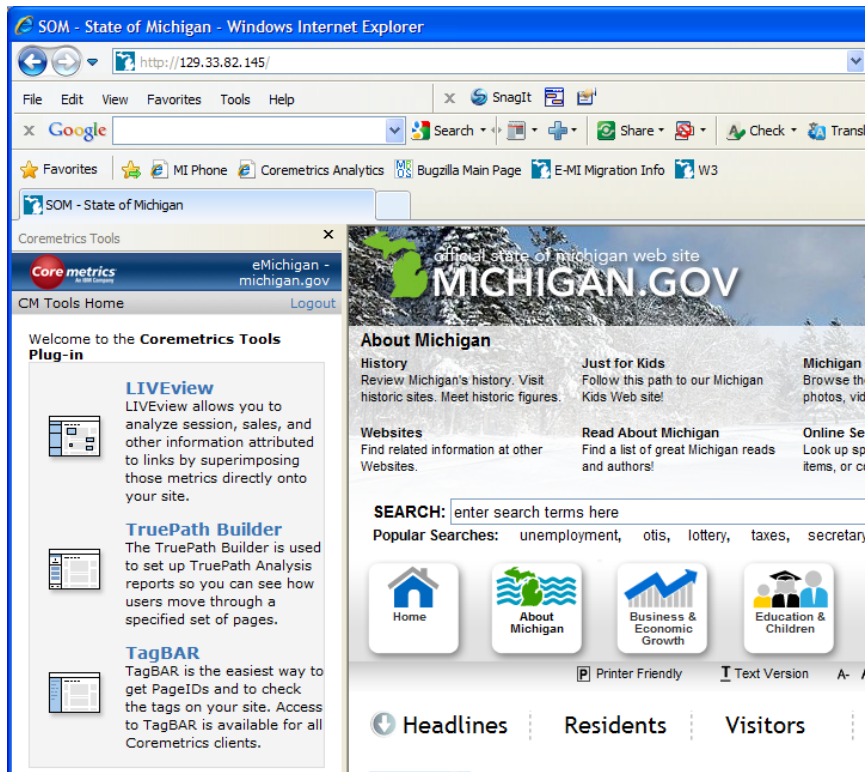


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In Internet Explorer 8, you access LIVEview by clicking in the Tools Menu and selecting Coremetrics Tools.

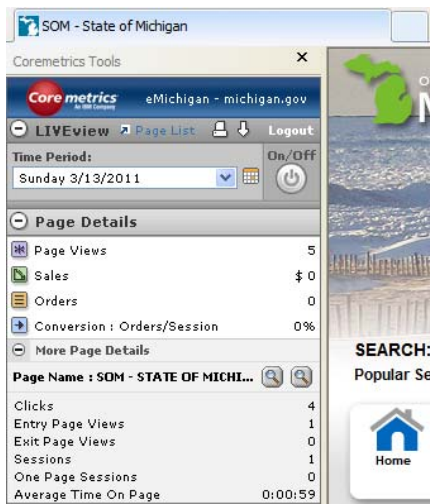


Once you have logged in, the screen should look like:

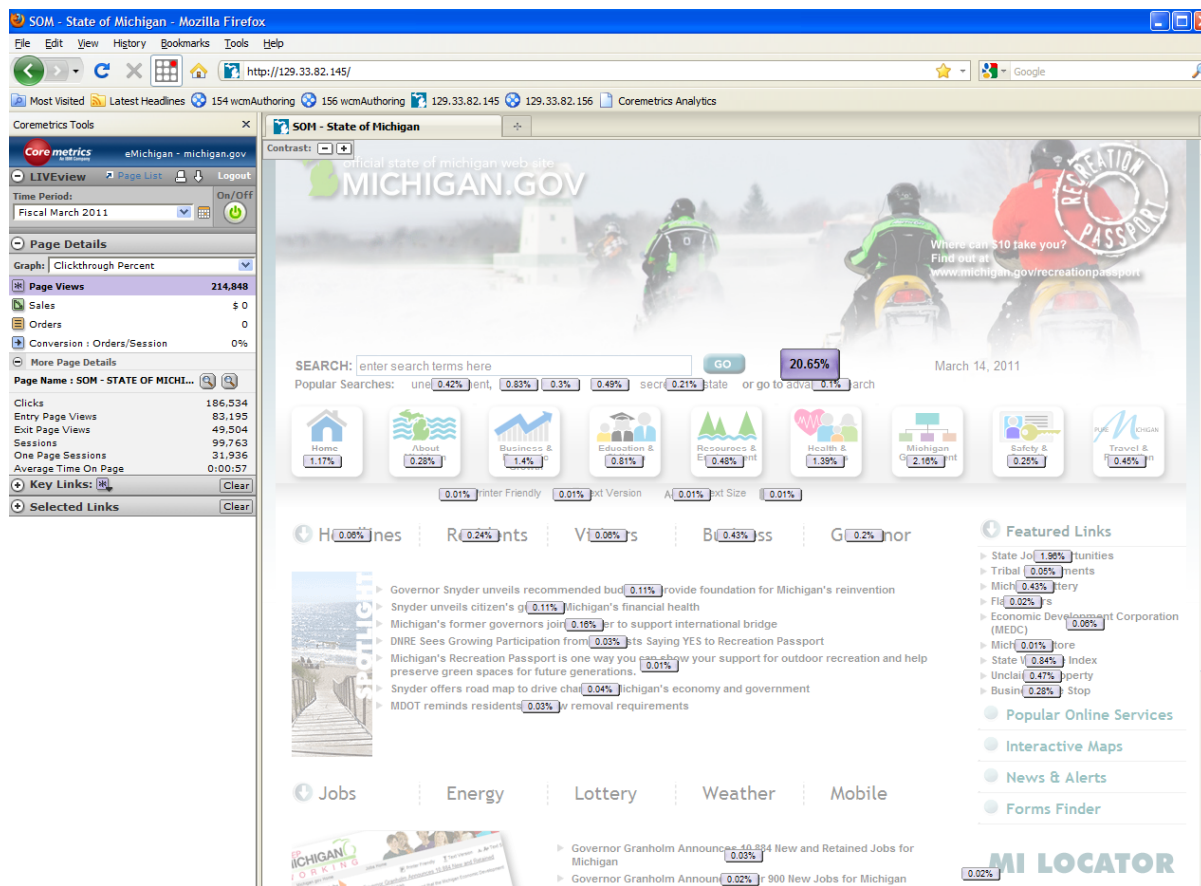


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Click on LIVEview. The basic screen will load and will look similar to the screen shot below. You may need to extend the width of the left area so that all of the LIVEview window is shown. Just drag the divider to the right.

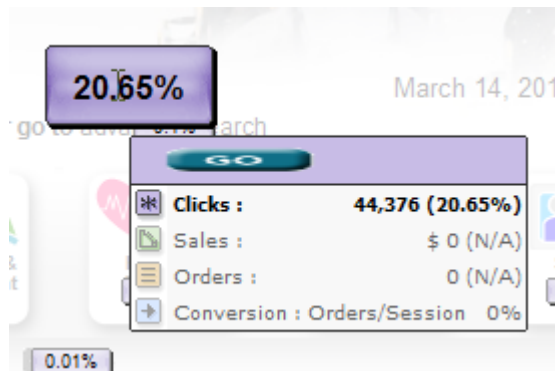


This left area will show basic page data. Number of items clicked, sessions, page views, etc. But, a nice feature is to set the date to a wider range than just the default and turn on LIVEview. Notice the page goes to a 50% gradient with an overlay of percent tags.

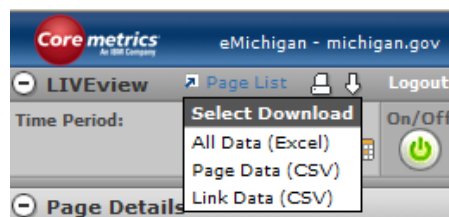
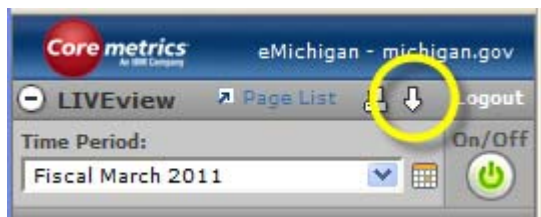


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You are now able to see what people are clicking on within the page. Now, hover over one of the percentages. In this case, it is the large 20% button near the “Search” Go button. It shows that nearly 21% of the clicks on the SOM home page were for searches.



Go to the left menu and click the down arrow. It will ask how you want it downloaded. Excel separated by csv files.



Downloading the Excel file will give you something that looks like:

Link Url	Link Name	Clicks	Clickthrough Percentage	Clickthrough Change
/emiSearch	form2	44,376	20.65%	443,660.00%
#WEATHER	-	11,760	5.47%	-
#LOTTERY	-	9,156	4.26%	457,700.00%
#JOBS	-	6,441	3.00%	644,000.00%
/wps/portal/som/migov	-	4,636	2.16%	10,938.10%
/emiSearch	UNDEFINED	4,363	2.03%	-
/wps/portal/mdcs/employment/employment_defaultcontent	-	4,202	1.96%	420,100.00%
javascript: submitform(taxes)	-	3,595	1.67%	-
/wps/portal/som/business	-	3,003	1.40%	24,925.00%
/wps/portal/som/health	-	2,989	1.39%	49,716.67%
/corrections/0.1607.7-119-1409---KEY.00.html	-	2,919	1.36%	-

Note the first data point in row 12 is the URL for the Search box.

This is useful to determine high traffic links that might be placed in Quicklinks or on your Agency's homepage.

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A1 - Measurements

Bytes

A byte is a measure of the amount of information transferred by the web site's servers. Normally, one byte is equal to a single character. The number of bytes serves as an indicator of the amount of network bandwidth being consumed during transfers.

First Time Visit

The First Time Visit count is the number of first visits ever recorded since SurfAid has been processing your visitor metrics. If a visitor arrives at your site at 8am today for the first time ever, that is a first time visit. If they come, then leave and come back at 2pm, their second visit is a repeat visit.

First Time Visitor

First time (new) visitors represent a count of the number of visitors that generated first time visits to your site. This is calculated by counting the number of unique cookies that have never before been processed by SurfAid. On the first day of SurfAid processing, all visitors are "First Time Visitors". SurfAid only offers this calculation to customers whose logs contain a persistent identifier.

Hits

A hit is any browser request from a server for any one item. The item can be a page, a graphic image, a redirect, a frame or other resource. When a site visitor requests a specific page, it will likely generate many server requests (hits) from the server to display the page in its entirety. Monitoring the number of hits to your site is critical for capacity planning and measuring the demand on your web server. It also serves as an indicator of load time speed. Generally speaking, the more hits per page, the longer the load time. Hits, however, are not the best indicator of traffic volume as any site can drastically increase their number of hits by adding images.

Hits/Visit

Hits Per Visit is the average number of hits that a unique visit session generates (over a selected time period). This offers an idea of how much work is required of your server to provide a typical visit.

Imputed Hits

An imputed hit is a hit calculated from the parameter tags in a clear image record (pixel). Pixels gifs serve as a substitute to full web server log records. Using this technology, each page contains an imputed hit parameter that allows SurfAid to calculate a close estimate of the total number of hits served for a particular page (for a particular time period).

New Site Visitor

See *First Time Visitor*.

Page Views

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A page view is a single web page as viewed through an Internet browser. Pages are identified by their unique URL addresses. For example, www.ibm.com is one page, while www.ibm.com/shop.html is another. SurfAid allows its users to determine exactly what they want to consider a Page, and therefore a Page View. The number of page views seen on your site is an indicator of how much content is being exposed to your visitors. It is also arguably the best indicator of true traffic volumes.

Page Views/Visit

Page Views Per Visit is the average number of Pages viewed per unique visit session (over the selected time period).

Page Views/Visitor

Page Views Per Visitor is the average number of Pages viewed per unique visitor (over the selected time period). Because a single Visitor can have multiple visit sessions per day, one would expect this metric to be higher than Page Views/Visit.

Repeat Visit

Repeat Visits is the number of visits recorded (for a selected time period) that are not determined to be a Visitor's First Time Visit (See *First Time Visit* above). For example: A visitor arrived at your site at 8 AM yesterday for the first time ever, then left and came back at 3 PM. The Visitor returned to your site today at 2 PM. Yesterday's 2 PM visit is a repeat visit, as is today's 3 PM visit. So for yesterday you'd have one repeat visit and one First Time Visit. Today, you simply had one repeat visit.

Repeat Visitor

Repeat Visitors is the number of unique cookies (for a selected time period) in your logs that SurfAid has processed at least once before. This is calculated by counting the number of unique persistent cookies in the current data set that match the ones that SurfAid has processed previously. While a single person can engage in more than one repeat visit, per day, they can only be considered a repeat visitor once per day.

Seconds/Page View

Seconds Per Page View is the average number of seconds that each Visitor spent viewing each page on your site (for a selected time period). This number indicates how long visitors spend on pages on your site and is considered a true measure of Visitor "stickiness." If you are looking at this metric at a site or category level, it is the average number of seconds spent on all pages within that site or category. For example: A visitor starts at the home page, then goes to [sports.html](#), then to [football.html](#), and then leaves the site. Seconds Per Page View for [sports.html](#) is calculated by subtracting the [sports.html](#) log record time stamp from the [football.html](#) log record time stamp. Visit Exit pages are not factored into this average as there is no subsequent time stamp in the log records.

Seconds/Visit

Seconds Per Visit is the average duration (in number of seconds) of each unique Visit on your site (in the selected time period).

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Seconds/Visitor

Seconds Per Visitor is the average number of seconds each unique Visitor spent on your site. Because a single Visitor can have multiple visit sessions in a day, one would expect this metric to be greater than Seconds/Visit.

Unique Visitor

Unique Visitors is the number of individual visitors to your site (over your selected time period). If you use persistent cookies or another form of unique visitor identifier, Unique Visitors is calculated by counting the number of unique persistent cookies in your logs over the selected period of time. If your logs don't include persistent cookies or another form of unique visitor identifier, SurfAid can estimate Unique Visitors based on unique IP address and user agent string combinations in your log data over the selected time frame.

Unique Visitors by Content Category

Unique Visitors By Content Category is the number of unique visitors to a content category. This number increases each time a different unique visitor requests a page from within a specific content category. Unique Visitors By Content Category is calculated just like Visits By Content Category except at a day level rather than at a visit session level.

Visit

SurfAid recreates a session, or Visit, by grouping a series of visitor interactions according to common relationships between hits in the web logs. SurfAid offers three options for visit recreation:

1. *Standard*

SurfAid looks for common combinations of the IP address and User Agent string to recreate a Visit.

2. *Standard + Referral*

SurfAid looks for a third piece of information to identify a unique visit session: the Visitor Referral. Algorithms are used to see if referring records match subsequent records in the logs files. It also considers referral strings that are external to the site as representative of new visit construction.

3. *Unique Identifiers*

If your site issues unique identifiers (i.e. cookies) to each Visitor, SurfAid scans the web logs to recreate visit sessions based on common unique identifiers.

*SurfAid enforces a thirty-minute time-out rule with all of the above techniques. In order to ensure that several visits aren't identified as one visit, SurfAid enforces a thirty-minute time-out rule. Therefore, if a Visitor has 30-plus minutes of inactivity on your site before making a subsequent click, then the initial Visit is over and the new click is considered to be the first click of a new Visit.

Visits By Content Category

Visits By Content Category is the number of visits to any page within a specific, User-defined Category. Each time a unique visit session includes a page view associated

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with that content category, this number will increase. For example: Assume that you have a content category hierarchy with “Sports” as a category and “Football,” “Basketball,” and “Tennis” as subcategories. It would look like:

- Sports
 - Football
 - Basketball
 - Tennis

Consider a unique visit session that included visits to one or more pages within the Football category and one or more pages within the Tennis category. Football, Tennis and Sports (the high level category) would all receive one visit each. If a second unique visit session included visits to one or more pages within Basketball and one or more visits within Tennis, the Sports category would receive one visit and each of the subcategories that were visited (Basketball and Tennis in this case) would receive one visit as well. Visits By Content Category would then look like:

Content Category	Visits
Sports	2
Football	1
Basketball	1
Tennis	2

*Note that the sum of the visits to the subcategories will not total the high level category unless it is the case that no unique visit sessions ever encounter content in more than one subcategory.

Visits/Visitor

Visits Per Visitor is the average number of unique visit sessions that each visitor made to your web site (over the selected time period). See *Visit* for more details on options for calculating this number.

Summary Example for Visits and Visitors

If a visitor comes to your site for the very first time today (or the first time since SurfAid has been collecting your cookie information), that visitor is considered a First Time Visitor. If that visitor then comes back later in the day, perhaps comes and goes 3 times, then that visitor is also considered a Repeat visitor. This visitor's activity results in increased numbers in the following areas: 4 Visits, 1 First Time Visit, 3 Repeat Visits, 1 Unique Visitor, 1 First Time Visitor, and 1 Repeat Visitor.

A2 - Areas of Analysis

Authenticated User

~~An Authenticated User is a user that has successfully logged in to your site. According to your records and method of identification, they have been granted access to specific areas of your site. If you are logging unique registered user identifications,~~

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~~SurfAid can report on the top (as determined by their number of unique visit sessions) authenticated users who visit your site.~~

Content Category

Content Category is User-defined organization of resources into meaningful heuristic categories. The data organization is determined by comparing string rules to elements of page URLs. The resources are then placed into the appropriate category as determined by the rules' precedence.

Hour & Minute Data

Hour and minute data shows you a distribution of traffic by hour and minute (over the selected time period).

Original Referral

The Original Referral is the web site that first linked a specific visitor to your web site. When a visitor is determined to be a First Time Visitor (because their persistent identifier is not contained in any logs previous to that visit), the referring URL is marked for Original Referral analysis. See *First Time Visit* for an example of determining First Time Visits. (Also see scenario #14)

Pages/Visit

Pages Per Visit is the average number of Page Views requested per unique visit session.

Previously Viewed Resource

This kind of analysis is also known as path analysis. Previously Viewed Resource is a count of all Page Views, internal or external, that directly precede a selected resource or group of resources. The difference between a Referral and Previously Viewed Resources is that an Original Referral is the page that links a New Visitor to your site and begins a Visit session while a Previously Viewed Resource is simply the page viewed immediately before any selected page (not a page that begins a Visit session). Therefore, a 10-page visit has only one Visitor Referral but can have as many as 10 Previously Viewed Resources (assuming that the first page was not bookmarked or typed in directly).

Search Engine Keywords

This is a report of the keyword searches performed on the top search engines. This report is generated by analyzing the stored search parameters in the referring URL strings of the major search engines. The search engines currently monitored for keyword analysis include: Yahoo, Altavista, Excite, Google, HotBot, Infoseek, Lycos, McKinley, Magellan, MSN and Webcrawler.

Seconds/Visit

Seconds per visit is a distribution of the number of visits that had various session lengths in terms of minutes spent.

~~Spider/Robot Metrics~~

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~~Spider/Robot Metrics is a calculation of the amount of traffic generated on your web site by known robots or non-human activity. SurfAid uses ABC Interactive Audit's list of known robots and our own identification rules for detecting non-human traffic (for example: 300 hits per second from a single Visitor — this would be impossible for a human to generate). If a customer requests, traffic from spiders or robots (all non-human traffic) can be filtered from all traffic analysis.~~

Traffic Type

This is a way of viewing all of your traffic. Content Categories focus on valid page traffic. Traffic Types separate all hits to your site into meaningful content areas like Page Views, Errors, Redirects, Frames, Images, etc.

Visitor Browser

Visitor Browser is a list of the types of web browsers that your Visitors use. Examples include Netscape, Microsoft IE and Web TV.

Visitor Domain

Visitor domain is a name that identifies an Internet site. As used in SurfAid, the domain represents the Internet source of the web site's visitor. Example domains include .com (Commercial), .edu (Education), .as (Asia) and .eu (Europe).

Visitor Entry Resource

Visitor entry resources are the first pages on your web site on which a new visit session began.

Visitor Metric:

The number of times that a visit session started on the particular resource (or resource within chosen category).

Page Views Metric:

The total number of page views ultimately viewed in a visit session that started on the particular resource (or resource within chosen category).

Visitor Exit Page

Visitor exit pages are the pages on your site on which a visit session ends.

Visitor Metric:

The number of times that a visit session ended on the particular resource (or resource within chosen category).

Page Views Metric:

The total number of page views viewed in a visit session that ended on the particular resource (or resource within chosen category).

Visitor Frequency

Visitor frequency is a report showing the different types of visitors to your site plus a distribution of the number of visits generated by your repeat visitors. The different types of visitors are new visitors, repeat visitors, visitors with no user identifier and

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uncategorized. For example, assume your report says 1500 unique visitors next to "5 Previous Visits to Site". This means that 1500 unique visitors visited your site today who have had 5 previous visits to your site since SurfAid began tracking unique data on your visitors.

Visitor Platform

Visitor platform is the type of operating system used by visitors to your site. Examples include Windows 98 and NT.

Visitor Referral

Visitor referral is the web URL from which a visitor links to your web site. If a visitor was directly linked from Yahoo to your web site, the referral URL might look something like:

www.yahoo.com/?search=yoursite.

The visits by referral area of analysis represents the number of visits that originated from a specific referral or group of referrals over the selected time period. Page views by referral represents the number of pages viewed on your web site as a result of the referral linkages.

Visitor Subdomain

Visitor subdomain is a specific division of a domain. These reports are generated by doing a reverse DNS lookup (a process by which IP addresses are identified with its registered owner) on the IP addresses in the log data. As a result, you are able to determine what method of connection to the internet your users selected to access your site. For example, the number of visits from subdomains "aol.com" or "ibm.net" would give you a good idea of how many visitors to your site use AOL or IBM as their Internet Service Provider